

There on weekends
and holidays. ten
percent

[Art & Culture](#), [Holidays](#)



There are four main programmes of All India Radio: (i) Special (National) Programme, (ii) Vivid Bharathi and Advertising service, (iii) News Service Centre, and (iv) Foreign Service. At present 128 Medium Waves, 36 Short Waves and 3 FM transmitters are working for All India Radio. AIR with a network of 80 transmitters reaches more than 75 crore of people of a total population of 100 crore. Total duration of broadcasting is 12 hours 45 minutes on week days and 13 hours 15 minutes on weekends and holidays.

Ten percent of the total transmission time is available for commercial advertising. All India Radio provides the various facilities on 32 Vividh Bharathi stations and 55 primary channel stations covering wide areas located in different parts of the country. Doordarshan was established in India in 1964. One hour's regular programme started on TV in India from 15th August, 1965. There is a tremendous growth in the field of TV. Colour TV was introduced in India in 1982 during the 9th Asian Games (ASIAD 82). Now it has been established as a strong broadcast medium in our country.

India has launched many own satellites in the Space for the development of television. At present Doordarshan is telecasting various national and Network programmes through its various channels. There are 18 main Doordarshan centres in India and over 500 transmitters, covering 85 percent of total population.

It is estimated that nearly 80 million Indian have access 25 million TVs.